



**MARK KRUZAN  
MAYOR**

## CITY OF BLOOMINGTON

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## OFFICE OF THE MAYOR

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### Welcome to the Office of the Mayor

The Office of the Mayor is responsible for providing organizational leadership and direction, developing City policy and practices, spearheading the strategic planning process, overseeing project management tracking, providing communications support and constituent services, encouraging civic engagement, and furthering collaborative opportunities with community organizations.

Another important role of the Office of the Mayor is the coordination of City-wide, inter-departmental communications strategies. The City's Communications Director ensures that the community is aware of the many programs and services that City departments provide and oversees the exchange of information between the City and the media.

### The FOUR C's

Mayor Mark Kruzan is committed to the preservation of Bloomington's high quality of life through the enhancement of the four major strategic initiatives that all departments help to further:

- 1. Community Commerce**  
Community Commerce addresses the needs of our local economy – from small business interests, workforce development and advocacy to local business, jobs and industry. One of the very important charges of the City of Bloomington is to nurture a vibrant, diversified economy via creation of a true public/private partnership;
- 2. Community Collaboration**  
The development and management of relationships with key stakeholders creates a more collaborative environment in the community and can be the best way to further an initiative. Joining forces with groups such as County government, nonprofits, businesses and educational institutions allows the City and partnering agencies to maximize innovation, talents and resources;
- 3. Community Condition**  
This initiative addresses a broad range of issues often best addressed by municipal government. Issues that impact the human condition, our animals and the community at large include infrastructure, public safety, healthcare, multiculturalism, animal care, fitness, recreation, environmental health, green space preservation, affordable housing, the work environment and education;
- 4. Community Character**  
What sets Bloomington apart from other communities is our unique Community Character. Bloomington is quirky and creative, from our arts and entertainment to our trails, events, architecture, restaurants and shops. Such distinct character is not often seen anywhere else, and one of our important tasks is to ensure we protect, promote and enhance what defines our community.

The Office of the Mayor staff provides organizational leadership and direction by working with every City department to fulfill the City's mission and enrich each of these Strategic Initiatives.

With input and support from every City department, this past year we have spearheaded:

- Ongoing strategic planning;

- Project management processes; and
- A modified zero-based budgeting process guided by strategic and sustainable principles.

This has resulted in:

- A collaborative approach to identifying top priorities;
- A singular vision for an organization-wide direction to governance; and
- Creative avenues for departments and staff to work together to further the 4Cs.

These initiatives are intertwined and interdependent components of Community. While we are working hard to implement these initiatives, it is you, our residents, who make Bloomington a terrific place to live, work and play.

Achieving a better Bloomington is a team effort. Contacting us with questions or ideas is the best way to keep our City thriving. Therefore, please feel free to let us know about anything we can do to help you enjoy our city to the fullest.

The Mayor's goal is to make government work for you.

